

## Message Text

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ACTION EB-08

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R 091215Z APR 77  
FM AMCONSUL DHAHRAN  
TO SECSTATE WASHDC 5361  
INFO USDOC WASHDC  
AMEMBASSY ATHENS  
AMEMBASSY JIDDA  
USLO RIYADH  
AMEMBASSY TEHRAN

UNCLAS DHAHRAN 0430

E.O. 11652: N/A  
TAGS: BEXP, SA, IR  
SUBJECT: POSSIBLE SCHEDULING OF TRADE PROMOTION EVENT IN DHAHRAN

REF: STATE 067903, 76 DHAHRAN A-29

1. POST WELCOMES REFTEL AND CAREFULL THOUGHT THAT HAS GONE INTO ITS PREPARATION. CONGENOFF, WHO HAS ACTION FOR WHITE WORM EXHIBITION PLANNING, HAS JUST RETURNED FROM LABOR CONFERENCE IN INDIA AND HAS BEGUN TO ASSEMBLE ANSWERS TO QUESTIONS RAISED IN REFTEL. POST'S FULL REPLY TO REFTEL WILL BE PREPARED IMMEDIATELY AFTER ISOOON-TO-ARFIVE IOGA TRADE MISSION CONCLUDES ITS VISIT TO DHAHRAN.

2. AS PRELIMINARY COMMENT, HOWEVER, POST WISHES TO NOTE THAT WHILE WE ARE ALWAYS WILLING TO "ACCEPT GREATLY INCREASED WORKLOAD" TO IMPLEMENT HIGH PRIORITY PROJECTS, OUR ONLY EON/CML OFFICER IS ALREADY CARRYING A WORKLOAD REQUIRING MANY HOURS OF OVERTIME. FURTHER, A TRADE PROMOTION EXHIBITION WILL BE FIRST-TIME EFFORT FOR POST. CONSEQUENTLY THE ABSENCE OF A COMMERCIAL EXHIBITION MANAGEMENT TEAM FOR PROPOSED SHOW COULD WELL  
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MEAN THE DIFFERENCE BETWEEN SUCCESS AND FAILURE OF AN EVENT TO BE HELD IN A REGIONAL MARKET OF SAME MAGNITUDE AS IRAN. FURTHERMORE, AFTER CONSULTATIONS WITH TEHRAN TRADE CENTER (TTC), POST RECOMMENDS THAT PROPOSED EVENT IN DHAHRAN BE CONSIDERED NOT AS A "SPIN-OFF EVENT" (SEE PARA 2 OF REFTEL) BUT AS A TANDEM EVENT IN ASSOCIATION WITH MATCHING TRADE PROMOTION EVENT TO BE HELD IN TCC --

JOINTLY RECRUITED, PLANNED AND PUBLICIZED. WHEREAS TTC WOULD USE ITS EXHIBITION MANAGEMENT STAFF FOR TEHRAN EVENT, USDOC SHOULD PROVIDE SIMILAR-SIZE EXHIBITION MANAGEMENT TEAM FOR DHAHRAN.

3. RO PREPARE BUDGET REQUESTED IN PARA 6 OF REFTTEL, POST REQUESTS ASSISTANCE OF USDOC EXHIBITS DIVISION IN PROVIDING A COST ESTIMATE OF A PIECE OF EQUIPMENT REQUIRED TO TURN WHITE WORM INTO AN ATTRACTIVE EXHIBITION SITE. IN REPAIR POST PROVIDED DETAILS ON WHITE WORM AND COMMENTED ON ADVANTAGES OF USING IT AS SITE FOR TRADE PROMOTION EVENT. SUBSEQUENTLY, WHEN CONSIDERING WHITE WORM AS SITE FOR NOW-CANCELLED FURNITURE EXHIBITION, IT WAS JUDGED THAT DROP CEILING CLOTH OR CANOPY, WHICH WOULD BE SUSPENDED FROM OVERHEAD GIRDERS, IS ADVISABLE. TEMPORARY FABRIC CEILING IS REQUIRED IN ORDER TO DIFFUSE AND SOFTEN LIGHTING PROVIDED BY OVERHEAD MERCURY VAPOR LIGHTS WHICH PROVIDE STRONG AND HARSH LIGHTING THAT IS NOT SUITABLE FOR EXHIBITION. THEREFORE, POST WOULD APPRECIATE USDOC EXHIBITS DIVISION MAKING RECOMMENDATION ON HOW TO SOLVE PROBLEM AND PREPARING ROUGH COST ESTIMATES WHICH POST CAN USE FOR PLANNING PURPOSES. NOTE - CANOPY COST ESTIMATE SHOULD BE FOR UNIT THAT COVERS HALF OF WHITE WORM, OR APPROXIMATELY 5,000 SQ. FT. OF FLOOR SPACE.

4. RECOMMEND THAT USDOC'S EXHIBITS DIVISION CONSULT WITH WHITE WORM'S MANUFACTURE BEFORE PREPARING RESPONSE. THE STRUCTURE, CALLED A PORTOMOD, WAS MANUFACTURED BY UNCLASSIFIED

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SEAMN INTERNATIONAL, INC. 2028 EAST WHITFIELD AVE., SARASOTA, FLORIDA (TEL: 813-755-2614). SEAMAN MAY HAVE FRWQRICATED CANOPY SIMILAR TO ONE POST BELIEVES IS REQUIRED. POST HAS SEEN SAMPLES OF PERFORATED FABRIC AVAILABLE THROUGH SEAMAN WHICH APPEARS SUITABLE FOR CANOPY. STRESS TO SEAMAN THAT CANOPY IS TO BE SO DESIGNED THAT IT IS EASY TO REMOVE. KEEPING CANOPY CLEAN WHILE IN STORAGE WILL BE MAJOR CONCERN TO POST AS FINE SAND OFF THE DESERT SETTLES ON EVERYTHING STORED IN BUILDINGS, SO ANY COST ESTIMATE SHOULD INCLUDE BAGS OR OTHER DUST-PROOF CONTAINERS TO USE WHEN STORING CANOPY.

5. POST WISHES TO KNOW MORE ABOUT CARLI EXHIBITION SYSTEM DISCUSSED IN PARA 4 OF REFTTEL. WOULD BE HELPFUL IF DEPT WOULD FORWARD LITERATURE DESCRIBING SYSTEM. IF PICTURES ARE AVAILABLE SHOWING SYSTEM IN USE DURING TRADE PROMOTION EVENT, THEY WOULD BE PARTICULARLY USEFUL. ALSO, IF CARLI SYSTEM IS MODULAR

IN DESIGN, POST WOULD APPRECIATE RECEIVING, TELEGRAPHICALLY,  
OUTSIDE MEASUREMENTS OF BASIC EXHIBITION BOOTH.  
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## Message Attributes

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